



# We can! partners

Ways to Enhance Children's Activity & Nutrition

## We Can! Partners in Action

**We Can!**® partnerships with government and other non-profit entities are going strong, with 24 partners and three supporting organizations (as of July 2010) creating greater awareness of, and increased credibility for, our movement through product development, program promotion, materials dissemination, and other forms of assistance. These partnerships spread news of our fast-growing movement coast to coast through their extensive networks, educating grantees and others about **We Can!**'s success. For more, visit <http://wecan.nhlbi.nih.gov/>.

### Government Partners

CDC Division of Adolescent and School Health  
 Department of the Interior  
 (U.S. Fish and Wildlife Service and National Park Service)  
 Health Resources and Services Administration  
 Office of Disease Prevention and Health Promotion  
 President's Council on Physical Fitness and Sports



### National Partners

Action For Healthy Kids  
 American Academy of Family Physicians  
 American Academy of Pediatrics  
 American Dietetic Association  
 Association of Children's Museums  
 Association of Junior Leagues International  
 Association of State and Territorial Public Health Nutrition Directors  
 Chefs for Humanity  
 Cherokee Nation  
 Children's Museum of Manhattan  
 Highmark Foundation  
 NAASO, The Obesity Society  
 National Association of Chronic Disease Directors  
 National Association of County and City Health Officials  
 National Health Museum  
 National Hispanic Medical Association  
 National Latina Health Network  
 National Wildlife Federation  
 Spirit of Women



### Supporting Organizations

American College of Sports Medicine  
 Nemours Health & Prevention Services  
 Pennsylvania Advocates for Nutrition and Activity



# National Partners and Supporting Organizations Highlights

## A Meeting of the Minds: *We Can!*® Strategy Workshops Chart the Future

Now, more than ever, the importance of children's health and the seriousness of childhood overweight and obesity are being echoed from coast to coast. To ensure that the program is meeting the need of community sites and partners, *We Can!* recently hosted two strategy workshops, where partners, community sites, and supporters of the program discussed past, present, and future *We Can!* activities.

The first *Expanding the Impact Together* workshop was held February 22 in Washington, DC. At this meeting, attendees, including many *We Can!* partners, shared their experiences with the program and with childhood overweight issues in general, drawing upon their expertise to offer recommendations on how to maximize the program's successes; fulfill specific needs; and move forward in a way that is consistent with the environmental and policy changes that are taking place around the country.

"We've been running a *We Can!* program at one of our clinics in Columbia Heights, a mile from here, for the last two years," said Jessica Wallace, *We Can!* community site leader at the Cardozo Clinic, and Physician Assistant with Unity Healthcare, Inc. "We have 20 to 40 family participants every week... We've had some great outcomes and great successes, and we've now expanded to Southeast DC, moving from a mainly Latino immigrant population to a primarily African American population."

Wallace and her *We Can!* programming actually caught First Lady Michelle Obama's eye back in summer 2009, and a group from the clinic was invited to the White House to talk more about *We Can!*. The First Lady's *Let's Move!* initiative incorporates many *We Can!* materials, and her office was represented at the workshop by Shale Wong, M.D., M.S.P.H., a Robert Wood Johnson Health Policy Fellow.

Sharing lessons learned at both the national and local levels kept the conversation flowing and the enthusiasm high throughout the day. One discussion was devoted to exploring the current environment and how sites and partners are using *We Can!* materials and resources to support environmental policy change in their locations. Other topics explored included strengths of the program; *We Can!* resource needs; opportunities to enhance the program; program partnerships; and the types of assets, skills, and leveraging that are needed to sustain and expand its overall impact.

Cam Tu Vu, a youth program coordinator for the Vietnamese group Boat People SOS, has been running Media-Smart Youth® and S.M.A.R.T. curricula for a diverse community in Northern Virginia. Like others, she was enthusiastic about brainstorming solutions with other *We Can!* leaders, supporters, and experts on childhood weight management.

"I always feel so excited to get input from people from the outside," said Tu Vu. "I always think that really helps us, so I'm looking forward to hearing from [the other participants] about the issues of low literacy because we tend to think out of the box... to really make things usable to all people."

The second strategy workshop was held on May 13 in Newark, Delaware. While the first strategy workshop was attended by mostly partners and supporters (with a few community sites present), the Delaware meeting was comprised of mostly *We Can!* community sites from the different regions of the country.



Kay Owen of HEALTHY Armstrong (left) and Michelle Tallman of UPMC Health Plan at the Delaware strategy workshop

In a similar format to the first strategy workshop session, participants discussed the current obesity prevention environment, community site needs, *We Can!* strengths and gaps, implementation strategies, successes, and challenges. The discussions focused on priority populations, outreach strategies for these populations, community site partnerships, and strategies being used to impact behavior and policy change.

Lessons learned at both workshops are being gathered, and will be incorporated into future plans for the *We Can!* program. Stay tuned for updates on *We Can!*'s progress!

► Become a *We Can!* partner. Visit <http://wecan.nhlbi.nih.gov/>.



Leslie Bushara of the Children's Museum of Manhattan at the Washington, DC strategy workshop

